

Message Text

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PAGE 01 JIDDA 03370 01 OF 02 171211Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 /033 W
-----171420Z 038183 /50

R 091230Z MAY 77 ZDK
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 8270
INFO AMEMBASSY ABU DHABI
AMEMBASSY AMMAN
AMEMBASSY ALGIERS
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TUNIS
AMEMBASSY TRIPOLI
AMCONSUL DHAHREN
AMCONSUL CASABLANCA
USINT BAGHDAD

UNCLAS SECTION 1 OF 2 JIDDA 3370

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJ: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE-
SAUDI ARABIA

REF: (A) STATE 081091, (B) JIDDA 2268, (C) 76 JIDDA
A-141, (D) DRAFT FY 1978 CCP

1. POST RECOMMENDS FOLLOWING TRADE PROMOTIONS FOR
FY 1979. MORE DETAILED JUSTIFICATIONS ARE CONTAINED
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IN REFERENCED JIDDA MESSAGES.

2. A) COMMUNICATIONS EQUIPMENT AND SYSTEMS. SUMMARY
RATIONALE: SAG BUDGETING \$4 BILLION OVER NEXT THREE
YEARS IN THIS SECTOR FOR DOMESTIC AND INTERNATIONAL
COMMUNICATIONS, AND INTER- AND INTRA-OFFICE SYSTEMS.
B) TRADE MISSION

C) EARLY SEPTEMBER 1978.

3. A) HEALTH CARE EQUIPMENT AND SERVICES. SUMMARY
RATIONALE: TO FOLLOW UP AS QUICKLY AS POSSIBLE THE
SUMMER 1977 VISIT TO U.S. PLANNED BY MINISTER OF HEALTH
AND TO TAKE ADVANTAGE OF \$7 BILLION SAG BUDGET
THIS SECTOR OVER FIVE-YEAR PLAN. BEST TIMING
EARLY 1978.

B) TRADE MISSION.
C) OCTOBER 1978.

4. A) AVIONICS AND GROUND SUPPORT EQUIPMENT. SUMMARY
RATIONALE: TO TAP ONE OF WORLD'S FASTEST GROWING
AVIONICS MARKETS, WHOSE PROJECTS INCLUDE THREE MULTI
BILLION DOLLAR AIRPORTS AND RELATED FACILITIES TO SERVICE
EVER GROWING PASSENGER VOLUME, INCLUDING ANNUAL
PILGRIMAGE WHICH BRINGS OVER MILLION PILGRIMS BY AIR
TO JIDDA AREA ANNUALLY.

B) TRADE MISSION OR SEMINAR MISSION
C) JANUARY 1979.

5. A) INSTITUTIONAL EQUIPMENT AND FURNITURE. SUMMARY
RATIONALE: SAG AND PRIVATE SECTOR BUILDING PROGRAMS
REQUIRE EQUIPMENT FURNISHINGS FOR HOMES AND OFFICES
IN EXISTING AND NEW CITIES AND MILITARY CANTONMENTS,
NEW INDUSTRIAL TOWNS AND PILGRIMAGE FACILITIES. SCALE
OF CONSTRUCTION AND RESULTING EQUIPMENT NEEDS IS IN
BILLIONS OF DOLLARS RANGE.

B) TRADE MISSION OR EXHIBITION, IF LATTER HAS NOT
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TAKEN PLACE IN DHARHAN BEFORE THIS TIME.
C) MARCH 1979.

6. A) EDP EXHIBITION, DHARHAN CONSULATE GROUNDS.
SUMMARY JUSTIFICATION: THIS IS POSSIBLE OPTION
BECAUSE OF EXISTING INEXPENSIVE FACILITIES FOR SMALL
EXHIBITION, AS SUGGESTED STATE 087112, WITH TARGET
AUDIENCE OF ENTIRE GULF AREA. IDEA WILL HAVE TO BE
EXPLORED MORE FULLY
B) SOLO EXHIBITION
C) FEBRUARY 1979

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 /033 W

-----171423Z 038250 /50

R 091230Z MAY 77 ZDK
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 8271
INFO AMEMBASSY ABU DHABI
AMEMBASSY AMMAN
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AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
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AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TUNIS
AMEMBASSY TRIPOLI
AMCONSUL DHAHRAN
AMCONSUL CASABLANCA
USINT BAGHDAD

UNCLAS SECTION 2 OF 2 JIDDA 3370

7. A) WATER RESOURCES AND RELATED PRODUCTS AND SERVICES. SUMMARY RATIONALE: WATER DEVELOPMENT REMAINS PRECIOUS AND INEXHAUSTIBLE THEME HERE. DESALINATION PROGRAMS WILL COST \$15 BILLION; WELL DRILLING, URBAN WATER DISTRIBUTION SYSTEMS AND WASTE DISPOSAL SYSTEMS WILL BE HEAVILY FEATURED FOR MANY YEARS AHEAD.

B) TRADE MISSION

C) MAY 1979

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8. MARKET RESEARCH: POST CAN DO LIMITED MARKET SURVEYS IN SUPPORT OF EACH EVENT, AS WE HAVE DONE IN PAST. HOWEVER, WE URGE COMMERCE CONSIDER SERIOUSLY POSSIBILITY OF INITIATING IN ADVANCE OF FY 1979 A COUNTRY STUDY FOR SAUDI ARABIA WHICH WOULD INCLUDE ABOVE THEMES AND OTHERS. THIS WAS SUGGESTED IN DRAFT FY 1978 CCP.

9. WE HAVE LEFT OUT THE OBVIOUS CONSTRUCTION AND BUILDING MATERIALS CATEGORY BECAUSE A) WE EXPECT A MISSION THIS THEME IN FY 1978 AND B) IOGA STATE TRADE MISSIONS YET UNBORN WILL UNDOUBTEDLY INCLUDE REPRESENTATIVES TO COVER THIS SUBJECT.

10. IN VIEW OF REFS B, C AND D AND WORK ENTAILED IN THEIR PREPARATION EMBASSY QUESTIONS NECESSITY OF DEVOTING TIME TO RE-HASH IT ALL ABOVE COMMERCE COULD CULL OUT THE ABOVE FROM POSTS WHICH SUBMIT SIMILAR MESSAGES.

11. UNLESS BROCHURES CAN BE RECEIVED ONE MONTH IN ADVANCE, MISSION WILL HAVE LIMITED SUCCESS. WE WILL BE RELUCTANT TO HAVE ANY MISSION COME HERE WITHOUT AT LEAST 200 BROCHURES AND ALSO PROCUCT LITERATURE WELL IN ADVANCE. ADEQUATE PROMOTION OF MISSION NOT POSSIBLE WITHOUT THESE. 6TMS ARE THE POSTS LIMIT IN CONSIDERATION STAFF LIMITIONS AND CLOSED PERIODS SUCH AS RAMADAN AND HAJ WHICH REPRESENT SOME 12 WEEKS OF TIME EACH YEAR. THERE MYST BE PREPARED FOR AT LEAST 3 DAYS STAY IN JIDDA, 2. IN RIYADH AND 2 1/2 IN DHAHRAN. ADVANCE PERSONS SHOULD ARRIVE AT LEAST ONE MONTH PRIOR TO MISSION. MISSIONS SHOULD COMPRIZE ON MORE THAN 8 FIRM REPS PLUS 2 TO FOUR GENERAL DIRECTORS INCLUDING VIP OF STATE AND COORDINATOR, BANDERS, ETC. MISSIONS SHOULD BE PREPARED WORK SATURDAYS AND SUNDAYS AND REALIZE UNCLASSIFIED

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THURSDAYS AND FRIDAYS ARE LOCAL WEEK AND HOLIDAYS.
PORTER

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Message Attributes

Automatic Decaptoning: X
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Channel Indicators: n/a
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Concepts: n/a
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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Reference: 77 STATE 81091, 77 JIDDA 2268, 76 JIDDA 1977
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Review Content Flags:
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Review Release Event: n/a
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Review Withdrawn Fields: n/a
SAS ID: 2598950
Secure: OPEN
Status: NATIVE
Subject: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE- SAUDI ARABIA
TAGS: BEXP, SA
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/de7e4698-c288-dd11-92da-001cc4696bcc
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Declassified/Released
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EO Systematic Review
22 May 2009
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